



2024 PARTNERSHIP OPPORTUNITIES



The Table Is Set

For years Certified American Grown has been crisscrossing the country translating the national "farm to fork" trend to a floral focus, connecting consumers with the bounty that is grown in America's fields and greenhouses. The American Grown Field to Vase Dinner Tour invites the floral industry and consumers to an immersive experience on some of America's most beautiful flower & foliage farms to learn more about America's hardworking farming families and their beautiful products.

The relationships that are inspired by the Field to Vase experience, extend far beyond the table & farm, as people leave encouraged and motivated to be a part of the American Grown Movement.

Why Join The Tour?

The American Grown Field to Vase Dinner Tour is award-winning and the only national promotion program of its kind, encouraging American consumers to buy more flowers and foliage through a personalized experience of visiting a farm, getting to know the farmer, and experiencing first-hand the work involved with growing America's flowers & foliage.

The tour offers our partners an opportunity to be a part of something so unique, so special, and unlike anything else.

Consider how your support and investment can serve your company's interests in 2023 and join us on this year's tour.



Experience of a Lifetime

OUR GUESTS ARE NOT SHY ABOUT SHARING
THEIR LOVE FOR WHAT WE'RE DOING

"The flowers, the setting, the company, the music, the food, the drinks--all combined to create the perfect evening. It felt special and exclusive, yet also relevant and inclusive."

-Amy A.

"Sunday's Field to Vase dinner was a fabulous fall evening in the Virginia countryside to focus on the American Crown Flower movement and spend time with floral friends and flower lovers from all over the US. These are exciting times for designers and growers to be on the cusp of this movement and recapture a commodity which has been imported from other areas of the world. Bravo to Certified American Grown!"

-Diana

"I loved that the event mixed members of the industry with flower lovers and consumers. We have wonderful industry events where we talk to each other but to engage with the public to push the buy American grown message is something that we have lacked. The scenery, the flowers, the décor and the food were all amazing and it was easy to get lost in the beauty of the event. But the message of the importance of buying American grown flowers was not lost in all of that. Kasey and his team not only put on a great party but reinforced this crucial component that contributes to keeping our industry healthy both physically and financially. Thank you for a most memorable evening!"

-Diana L.



Partnership Opportunities

National Sponsor - \$25,000

All dinner locations

- Includes 4 VIP tickets per dinner location.
- Featured on every dinner menu.
- Featured on fieldtovasedinner.com.
- Featured on each event page.
- Recognized on social media.
- Shared rights to all event photography.
- Include promotional item in dinner guest swag bag.

Individual Dinner Sponsor - \$10,000

- Includes 4 VIP tickets.
- Featured on dinner menu.
- Featured on dinner event page.
- Recognized on social media.
- Shared rights to all event photography.
- Include promotional item in dinner guest swag bag.

Reception Sponsor - \$10,000

All dinner locations

Exclusive sponsorship of the dinner reception.

- Includes signage and logo on cocktail napkins
- Includes 2 VIP tickets per dinner location
- Featured on dinner menu.
- Featured on event page.

Swag Bag Sponsor - \$5,000

Exclusive sponsor of the one of the most popular items of our events; the swag bag. Your company logo would be included on the reverse side of every bag given to our guests on this year's tour.

- Includes 4 VIP tickets to one dinner location
- Featured on every dinner menu.
- Featured on each event page.
- Shared rights to all event photography.

DIY Flower Bar Sponsor - \$2,000

Individual dinner locations

Feature your company at the most interactive area of our events.

- Includes 2 VIP tickets per dinner location
- Featured on dinner menu.
- Featured on event page.

Entertainment Sponsor - \$2,500

Individual dinner location

- Includes 2 VIP tickets per dinner location
- Featured on dinner menu.
- Featured on event page.

General Supporter/Sponsorships Available

Bouquet Level - \$2,500 (includes 2 tickets to one dinner location and recognition on website)

Bunch Level - \$1,000 (includes 1 tickets to one dinner location and recognition on website)

Stem Level - \$500 (includes recognition on website)

* All cash contributions can be negotiated based on multiplier of "in-kind" value.

OVER THE YEARS

465M

MEDIA
IMPRESSIONS

5.9k

TICKETED
GUESTS

44

DINNERS

8.3k

NEWSLETTER
LIST

50k

MONTHLY
SOCIAL
IMPRESSIONS

1

ONLY EVENT OF
ITS KIND IN THE
FLORAL INDUSTRY

19.7k

INSTAGRAM
FOLLOWERS

13.3k

FACEBOOK
FANS

42

FLORAL
DESIGNERS

Join the Tour!



AmericanGrownFlowers.org



FieldToVaseDinner.com

2024 FIELD TO VASE SPONSORSHIP ACCEPTANCE



YES! We value opportunities and believe in the importance of supporting the domestic floral industry. We'd like to be a Sponsor of the 2024 Field to Vase Dinner Tour. The level of our sponsorship is marked:

Sponsor Listing Information

COMPANY NAME (FOR SIGNS, PROGRAM, AND PRINTED MATERIALS)

HYPERLINK FOR ONLINE ACKNOWLEDGMENT

Sponsor Contact Information

The contact regarding sponsorship ACTIVITIES is:

NAME

COMPANY

ADDRESS

CITY STATE ZIP

PHONE

EMAIL

The contact regarding sponsorship PAYMENT is:

Check here if the same as above

NAME

COMPANY

ADDRESS

CITY STATE ZIP

PHONE

EMAIL

Sponsor Authorization

Please sign here:

Authorized signature above represents the Sponsor's acceptance of Terms & Conditions as delineated in the pages of the Partnership Opportunities brochure. This is a binding contract.

PRINT NAME TITLE DATE

To assure proper acknowledgment in pre-event promotions, please respond by April 1, 2024.

If you obtain this form after this deadline, sponsorship may still be considered. Direct sponsorship questions to: (916) 239-8732

Scan/Email or Mail your response to:

Certified American Grown

P.O. Box 23151

Ventura, CA 93002

Email: info@americangrownflowers.org

Sponsorship Commitment

(Please mark your desired sponsorship category)

National Sponsor.....\$25,000
All dinner locations

Individual Dinner Sponsor.....\$10,000
Please note location(s): _____

SOLD **Reception Sponsor**.....\$10,000
All dinner locations

Swag Bag Sponsor.....\$5,000
All dinner locations

DIY Flower Bar Sponsor.....\$2,000
Please note location(s): _____

Entertainment Sponsor.....\$2,500
Please note location(s): _____

General Supporters

Bouquet Level\$2,500/location

Bunch Level\$1,000/location

Stem Level\$500/location

Please note location(s): _____

Terms & Conditions

The contact regarding sponsorship ACTIVITIES is:

- No endorsement or guarantee of any form is inferred.
- There is no additional exchange of benefits between companies.
- Sponsor benefits will not be active until a completed Sponsorship Acceptance form and payment are received.
- Sponsor and Certified American Grown agree to indemnify and hold each other harmless from and against all claims, actions, and liabilities including attorney's fees which may be asserted by third parties in connection with sponsor's or CAG's performance in regard to obligations as identified.
- CAG is not liable for power/equipment failure or facility unavailability.

Payment Information

- All payments are due in full and are non-refundable.
- Checks should be made payable to: Certified American Grown and may be mailed to the address to the left.
- Please note, eighty percent of payments may be deductible as an ordinary business expense. Restrictions on deductibility are imposed as a result of association lobbying activities. We estimate that the non-deductible portion, the portion that is allocated to lobbying, is 20%. Payments and contributions to Certified American Grown, a 501(c)(6), are not tax deductible as charitable contributions. For more information, consult your tax specialist.

Credit Card Information

Pay by Mastercard VISA American Express

CARD NUMBER SECURITY CODE

EXPIRATION DATE AMOUNT TO BE CHARGED

PLEASE PRINT CARDHOLDERS NAME

AUTHORIZED SIGNATURE (AUTHORIZES CHARGE ON CREDIT CARD)